



# IGNITE

FITNESS BUSINESS

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**THUR 14 SEPTEMBER 2023 / 8.30AM - 4.30PM**



**Crown Plaza Southbank, Melbourne**



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## PROGRAM AGENDA

8am	Registration
8.30am	Emcee to Open
8.40am	<b>Opening Keynote - Craig Harper</b> High Performance In Business (And Life)
9.25am	<b>Steve Jensen</b> How To Use Technology To See More People
9:40am	<b>Michelle Furniss</b> Memberships for today... and tomorrow!
9.55am	Roundtable 1
10.25am	Roundtable 2
10.50am	Morning Tea
11.10am	<b>Liam Robertson</b> The Future of Digital Marketing
11.25am	Roundtable 3
11.50am	Roundtable 4
12.15pm	<b>Joel Garrett &amp; Edward Hart</b> Fitness Business Law
12.45pm	Lunch
1.30pm	<b>Owen Bowling</b> Understanding The Ecosystem
1.45pm	<b>Daniel Pollard</b> Winning the Next Generation
2pm	Roundtable 5
2.25pm	Roundtable 6
2.50pm	Roundtable 7
3.15pm	<b>Belinda Amis</b> The Future of Franchising
3.30pm	Disabilities, Older Adults, LGBTQIA+ Panel
4.00pm	<b>Closing Keynote - Barrie Elvish</b> 2024 and Beyond
4.30 – 5.30pm	Happy Hour Drinks – Sponsored by Les Mills Asia Pacific

An application for AUSactive CECs is currently in progress



## OPENING KEYNOTE SPEAKER



### HIGH PERFORMANCE IN BUSINESS (AND LIFE)

**Craig Harper** B.Ex.Sci., PhD. Candidate

What does a high-performance business look like? And function like? Professionally? Practically? Culturally? Socially? Are people saying great things about you, your business and what you do? What does high performance mean for your organisation, team and individuals? What do you base your version of high-performance on? What matters most in your business? Customer satisfaction? Profit? Efficiency? The happiness of your employees? Workplace culture? Client retention? Growth? What are the skills, qualities, attributes and habits of high-performers? Who makes a great leader, and why? What's going great on Planet You, and what could be better? As a business, what is your unique selling proposition? Are people compelled to be a member, customers and clients because what you do and how you do it is exceptional? Do they want to be part of what you're about?

In his typically casual and interactive style, he is an Exercise Scientist, Entrepreneur, Author, Podcaster, and PhD. Candidate and Fitness Industry Pioneer Craig Harper will unpack these questions and more.

### ABOUT CRAIG HARPER

Craig Harper is one of Australia's leading presenters, writers and educators in the areas of health, high-performance, resilience, self-management, leadership, corporate change, communication, personal transformation and more broadly, human behaviour. Craig has worked as an Exercise Scientist, Corporate Speaker and Consultant, University Lecturer, AFL Conditioning Coach, Radio Host, TV Presenter, Newspaper Columnist and successful Business Owner. He hosts a high-rating Podcast called 'The You Project', is the author of seven books and is currently completing a Ph.D. in Neuropsychology.



## CLOSING KEYNOTE SPEAKER



### 2024 AND BEYOND

**Barrie Elvish Chief Executive Officer, AUSActive**

Step into the future of fitness with Barrie Elvish, CEO of AUSActive, as he delivers a thought-provoking closing keynote session at Ignite Fitness Business, where he will take you on a journey through the exciting opportunities that await the fitness industry beyond 2024. Drawing on his extensive experience, Barrie will provide a detailed overview of the emerging trends and transformative changes that are expected to shape the future of fitness. He will also showcase AUSActive's key business and operational milestones in 2023, highlighting their commitment to driving innovation and excellence in the field.

As a passionate advocate for collaboration and community, Barrie will be available throughout the day to connect with attendees and share his insights on the industry. This is a unique chance to engage with a respected thought leader and gain invaluable knowledge and inspiration for your own business. Don't miss out on this unmissable keynote session and discover the exciting future that lies ahead for the fitness industry.

### ABOUT BARRIE ELVISH

Barrie brings over 20 years' CEO experience of successful organisational change, strategic development and business growth across a range of sectors including Education, Health and Community Services. He holds a BA, Grad Dip Education and MBA, and is a graduate of the Australian Institute of Company Directors. You'll regularly hear Barrie talking about his passions and experiences including surfing, Triathlons, keeping his mental health and wellbeing strong through exercise, trekking the Kokoda Trail and Macchu Pichu, Led Zeppelin and Hot Rods – all for the purpose of making meaningful connections. Barrie has a longstanding personal and professional interest in adventure play for children and is the proud grandfather of two beautiful girls. Today Barrie is pleased to be the CEO of AUSActive, the peak national health and fitness industry association activating everybody, every way, every day.



## FEATURED SPEAKERS



### HOW TO USE TECHNOLOGY TO SEE MORE PEOPLE

**Steve Jensen** Impact Training & National Sales Academy

**Are you ready to:**

- increase your lead contact rate?
- more booked appointments that show?
- use the new phone Zoom switch?
- set up how to present & close online via Zoom?



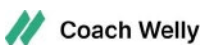
If so, then this is the session for you. Selling fitness has changed. It is now essential to update your connection, conversion strategies and skills to ensure you make the most of technology and maximise every opportunity to increase your membership and PT client base. Learn how to optimise your use of technology and increase your appointments. You'll also take back to your club, centre or studio new to set up your technology to successfully present online and increase your sales.



### UNDERSTANDING THE ECOSYSTEM

**Owen Bowling** Co-Founder Coach Welly

Exploring and understanding an ecosystem approach to enhance how you engage and support members, grow revenue and have more impact.



### THE FUTURE OF DIGITAL MARKETING

**Liam Robertson** CFM

What your club needs to do to be ahead of digital algorithms. The keys to motivating more people into your club through your digital content and deployment. Save thousands and make millions.





## FEATURED SPEAKERS



 Velocity Legal

### PROPERTY LAW ISSUES

**Joel Garrett** Associate, Velocity Legal

Are you a gym/fitness centre owner or thinking of opening one? Join Joel for an essential session on property law issues that all owners should consider before entering a lease. Joel'll discuss key leasing terms, planning requirements, fit out clauses, and noise restrictions that can impact your business's success. You'll gain valuable insights into navigating lease negotiations, ensuring compliance with local regulations, and avoiding common pitfalls. Don't miss this opportunity to learn from Joel and leave with a better understanding of property law issues affecting the fitness industry.



 Velocity Legal

### COMMERCIAL LAW ISSUES

**Edward Hart** Associate, Velocity Legal

Join Edward for an informative session on commercial law issues that can arise when buying and selling gyms/fitness centres, with a particular focus on franchising issues. Edward will discuss the potential challenges and risks involved in franchise agreements. He'll also cover the complexities of transferring franchise agreements when selling a gym/fitness centre, including restrictive covenants and the franchisor's right of first refusal. Gain valuable insights into these critical issues and learn how to navigate them successfully with the help of expert legal advice.



**LES MILLS**  
ASIA PACIFIC

### WINNING THE NEXT GENERATION

**Daniel Pollard** Business Partnership Manager, Les Mills Asia Pacific

The industry is welcoming new joiners who are younger than ever before. This generation has a new perspective on health and wellbeing but can your business speak their language? In this session, Les Mills Asia Pacific will help you gain an understanding of what makes 'Generation Active' tick, and how supporting their fitness goals in-club puts you on the right track for their long-term loyalty.



## FEATURED SPEAKERS



*fernwood* FITNESS

### THE FUTURE OF FRANCHISING

**Belinda Amis** General Manager, Fernwood Fitness

Turning her passion for health, fitness and wellness into a lifelong career, Belinda boasts over three decades of experience in the fitness industry assisting hundreds of clubs and business owners to maximize their business potential. After ten years within the Fernwood brand, Belinda truly embodies Fernwood's ethos to, 'Empower women to shine'. As General Manager, Belinda plays an integral part of Fernwood's continued success, working across multiple teams, projects and partnerships.



 **xplor**

### MEMBERSHIPS FOR TODAY... AND TOMORROW!

**Michelle Furniss** General Manager, Truecoach By Xplor

The landscape for gym memberships has changed dramatically – and there are a myriad of competitive offerings out there, from casual passes, class packs, term memberships to paid in full memberships. In this thought provoking session, Michelle shares industry insight, along with some tips and tricks for maximizing your membership offerings.



## ROUNDTABLE HOSTS



### HOW TO LEVERAGE WEARABLE TECHNOLOGY TO CREATE VALUE AND CAPTURE MORE YIELD

**Emmett Williams** CEO Myzone, Asia Pacific

I'm Emmett a founding Partner in the global wearable technology brand Myzone - a hardware, cloud-ware, and software mix that drives exercise adherence for the end user, and customer engagement metrics for the network partner. Check it out at **MYZONE.org**



I moved from Australia to the USA in 2011 to manage Myzone through the developmental phase of its commercial existence. After 2 years of be-ta with the product, and 2 years of establishing product market fit through a significant amount of market interface, I was part of the senior team that led the company thru its 'go to market' phase in 2013/14, seeing the system now installed in over 7000 health clubs in 60+ different countries. The platform is currently attracting tens of thousands of new users every month, changing behaviour one exerciser at a time.



### MARKETING SUCCESS: TIPS AND STRATEGIES FOR ACHIEVING YOUR GOALS

**Richard Toutounji** Founder & CEO COM Marketing

Who has time for complicated marketing plans? Not us. But that doesn't mean you should go into marketing your fitness business blind. In this Roundtable, we'll show you how to create a simple marketing plan for your fitness studio that fits on just one page. You'll walk away with a clear strategy for reaching your fitness business goals and a step-by-step plan for achieving it.



#### What We'll Cover:

- How to set marketing goals you'll actually achieve
- How to choose the right marketing funnels for your stage of business
- Marketing Strategies & Tactics that you can use straight away
- A 30-Day 'Rinse & Repeat' social media planner you can use all year round.





## ROUNDTABLE HOSTS



### WHAT'S KILLING YOUR SALES ON CALLS & VISITS | WE KNOW.

**Lisa Lord** Portfolio Manager, Mystery Shopping for Fitness Businesses



Fitness business leaders spend hours (and money) on marketing and training their sales team but do they really know what happens when a prospect calls or visits the club? Do they really know how and if their team is delivering a wonderful experience? Do they really know what steps are being missed? We have been mystery shopping gyms for over a decade and have in depth data to share in the roundtables that can sharpen your sales process - for example: Saturday phone enquiries are generally 50% shorter than weekday phone calls. You'll be blown away by what we have found and the checklist we can provide you to go back to sharpen your skills so every prospect has a profound experience in your club and becomes a member.



### ONBOARDING STAFF IS A CRITICAL COMPONENT OF THE HIRING PROCESS AND YOUR COMPANIES' CULTURE

**Billie Cox** General Manager Business Development AUSActive



The onboarding training session for gym's and exercise businesses is a critical component of the hiring process. It aims to integrate new staff members into the company culture, ensure that they understand their role and responsibilities, and equip them with the necessary knowledge and skills to perform their duties effectively. This session will discuss the 6 C's of onboarding staff.



## ROUNDTABLE HOSTS



### THE SALES TOOLS & PROCESSES THAT MUST BE UPDATED TO INCREASE SALES

**Steve Jensen** Impact Training & National Sales Academy

In a competitive marketplace, it is essential to take advantage of every sales opportunity and have a 'One Change' Mentality if you want to succeed. Many Clubs and Studios are losing sales and members and don't know why. During this Roundtable with Steve, he will outline the processes and tools you can update that will help you and your team to make it easier for prospects to buy instead closing hard and endless tedious follow up.



#### Learn How To:

- contact More Leads?
- increase Your Show Rate So You See More People?
- pre-frame Joining Before Asking?
- how To Use The New Tarif Close Effectively?

If so, join Steve on his Roundtable and learn how have a competitive advantage.



### WORKPLACE CONFLICT & CREATING A HEALTHY CULTURE

**Edwina Griffin** AtOne

Psychological claims in workplaces have increased by 90% per year and mental health costs Australian workplaces \$10.9 Billion per annum.

Eddy will discuss disputes, bullying and harassment in the workplace and how to create and maintain a healthy workplace culture. Learn about changes to WHS laws and requirements in Australia that may impact your responsibilities as a business owner and/or may provide business opportunities and new income streams for your business.



## ROUNDTABLE HOSTS



### HOW TO DRIVE REVENUE, RETENTION, AND ENGAGEMENT WITH DIGITAL AND GROUP FITNESS

**Glen Taylor** Fitness Industry Veteran and Business Expert, Fitness On Demand

Discover valuable insights to boost your fitness business with a focus on creating a seamless brand experience for your members, tracking and boosting engagement levels, and optimising class schedules. Glen brings over 23 years of fitness industry experience to the table, with expertise in club management, member retention strategies, and operational excellence. He is a go-to resource for creating sustainable and cost-effective digital fitness business solutions that attract and retain new members. Don't miss out on this opportunity to learn from Glen and take your fitness business to the next level. Register now for this informative session.



## PANEL SPEAKERS

### LET'S GET INCLUSIVE NOT EXCLUSIVE



**Ken Baldwin**  
 Perform Better  
 Moderator



**Nadine Kemp**  
 YMCA Victoria



**Scott Hunt**  
 Fit Your Ability



**Fiona Kriaris**  
 YMCA Victoria



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### PREMIUM SPONSOR



#### **MYZONE**

Myzone is a global game-changing wearable that keeps people motivated, wherever they choose to work out.

Myzone's unique activity tracking point system, MEPS, makes exercise fun and competitive with an accurate heart rate monitor and app.

[www.myzone.org](http://www.myzone.org)

### PREMIUM SPONSOR



#### **FITNESS ON DEMAND**

Fitness On Demand™ is a market-leading delivery platform of virtual fitness.

FOD delivers product that engages users inside and outside of your gym equating to higher retention and bigger profits.

[www.fodvirtual.com](http://www.fodvirtual.com)

### GOLD SPONSOR



#### **MYSTERY SHOPPING FOR THE FITNESS INDUSTRY**

##### **You Cannot Hide From These Two Facts**

1. You need sales every month.
2. How you handle every sales enquiry will determine the success of your business.

We can guarantee after your first month of mystery shopping your business, you will learn how well your team follows your sales system. The information you will glean will have a massive impact on the business, your sales management and your individual sales people.

[www.activemgmt.com.au/services/mystery-shopper-program](http://www.activemgmt.com.au/services/mystery-shopper-program)



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### GOLD SPONSOR



#### COM MARKETING

At COM Marketing we help fitness & wellness studios grow their business and double their income.

Our mission is simple: demystify online marketing into a proven, predictable and repeatable process so you can build a sustainable business and gain massive momentum in your business.

We are a team of like minded individuals with extraordinary skills and we are confident that with our training you will reach the results you deserve, generating more leads and more sales for your business, leaving you with more time to spend being active and working on the things you love.

Our award winning COM Marketing Ninja Program has empowered thousands of Fitness Studios and have now been recognised by the governing bodies, partnering on marketing education with Fitness Australia, Exercise New Zealand, Pilates Alliance Australia & Yoga Australia.

[www.commarketing.com.au](http://www.commarketing.com.au)

### SILVER SPONSOR



#### VELOCITY LEGAL

We are a boutique law firm focused on private businesses, business owners and family groups. We are proud to have built a culture that puts our values at the forefront of everything we do.

We're specialists, going from strength to strength. We speak the same language as our clients and distil complex issues to create clarity.

[www.velocitylegal.com.au](http://www.velocitylegal.com.au)





## SPONSORS

### SILVER SPONSOR



#### IMPACT TRAINING

ITC has helped businesses all over the world double and even triple their sales income. And we can help you improve the financial performance of your business too! At Impact Training, we understand the challenges that business owners and managers face when it comes to sales. Typically these include the struggle of growing sales and meeting targets, constant objections from hot leads, difficulties closing sales, team members who don't meet their KPIs, a lack of culture or team cohesiveness, and the list goes on. We believe that every person has the potential to sell, and sell successfully, because great sales people are made, not born. We teach people an holistic approach to selling, that will increase their closing rates, and transform them into a Sales Authority. We achieve this by teaching them how to blend hard and soft skills, such as communication skills, price presentations, team culture, measuring KPIs effectively, body language, DISC behaviour analysis, buying behaviour psychology, and lots more.

[www.impact-training.net](http://www.impact-training.net)

### SILVER SPONSOR



#### AUSACTIVE

AUSActive is the national peak industry association whose purpose is to help make Australia a more physically active nation.

AUSActive plays an integral role in increasing physical activity levels nationwide through a range of initiatives including consumer education and facilitating access to high-quality programs, services and facilities via a professional workforce through delivering ongoing education, developing and implementing industry standards, quality and accreditation; driving advocacy efforts to overcome barriers to participation, and engaging in strategic partnerships.

[www.ausactive.org.au](http://www.ausactive.org.au)



## SPONSORS

### SILVER SPONSOR



#### **XPLOR**

##### **We are Xplorers**

We're the first global platform integrating SaaS, payments and Commerce Accelerating Technologies to help businesses succeed. We offer software solutions in fast-growing 'everyday life' verticals: Childcare & Education, Fitness & Wellbeing, Field Services and Personal Services – and a global, cloud-based payments processing platform. Xplor Technologies serves over 78,000 customers that processed over \$36 billion in payments, operating across 20 markets in 2022.

[www.xplortechnologies.com/au](http://www.xplortechnologies.com/au)

### BRONZE SPONSOR



#### **PERFORM BETTER**

##### **Personal Trainers Can Now Access Pro Education From Perform Better.**

With a Combined 70+ years experience in the Health and Fitness industry, Our dedicated team of fitness professionals thrive on training, coaching and imparting our knowledge with the most up to date research in education, training methods and innovative fitness equipment.

Perform Better Pro-Ed builds relationships through long term commitment and together with known brand partners, continues to set industry benchmarks by delivering the best professional grade products and specialised accredited fitness, health and training courses to the Health Professional, Trainer or fitness enthusiast. Ken will be attending Ignite to network and chat to personal trainers on all things education, resources, equipment and profit.

[www.perform-better.com.au](http://www.perform-better.com.au)



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### BRONZE SPONSOR



#### YOUR REFORMER

The revolutionary way to bring world-class reformer pilates to your gym, hotel or business. Industry-leading Reformer Pilates classes exclusively for your members on demand, anytime!

[www.yourreformer.com.au](http://www.yourreformer.com.au)

### BRONZE SPONSOR



#### FERNWOOD FITNESS

We're the health, fitness and wellness clubs more than 70,000 women across Australia love. We made our mark on the fitness industry more than 30 years ago as the leading expert in women's health, fitness and wellness. The first Fernwood Women's Health Club opened in Bendigo in 1989, by Fernwood founder, businesswoman, proud mother and weightlifting champion Diana Williams.

Today we have close to 70 health and fitness clubs situated in every state and territory of Australia. Our goal is to empower women to shine, by giving them the confidence they need to succeed in all they do.

[www.fernwoodfitness.com.au](http://www.fernwoodfitness.com.au)

### BRONZE SPONSOR



#### BF BROKERS

BF Brokers is a national brokerage firm with offices in Sydney and Melbourne, serving clients across Australia. With experienced Business Brokers dating back to the 1990s, their team brings over four decades of combined expertise in business sales. Valued for their honest, professional approach, BF Brokers is trusted by both buyers and sellers. As proud members of the Australia Institute of Business Brokers (AIBB), they uphold the highest standards of ethics and professionalism. Contact BF Brokers to experience their exceptional service and see why they are a trusted name in the industry.

[www.bfbrokers.com.au](http://www.bfbrokers.com.au)



## BRONZE SPONSOR



### CFM

At CFM, our values come before else, and these values are set by each and every one of our amazing team. We have been helping independent clubs now over 31 years, helping people all over Australia and New Zealand begin their journey to a healthier lifestyle with a smile on our face! We understand no two clubs are the same, so we ensure that we take the time to learn about what makes your club special, and how we can communicate this to the communities you work in.

[www.aus.cfm.net](http://www.aus.cfm.net)

## BRONZE SPONSOR



### LES MILLS ASIA PACIFIC

Les Mills is the global leader in group training and creator of over 23 programs including BODYPUMP®, BODYSTEP®, BODYBALANCE®, RPM® and BODYCOMBAT®. Les Mills workouts are delivered by 130,000 certified Instructors in 21,000 gyms across 100 countries, as well as via the LES MILLS+ streaming platform and Virtual Reality (VR). For 25 years, **Les Mills Asia Pacific** has been meeting the group fitness needs of clubs and Instructors in Australia and Southeast Asia. Les Mills Asia Pacific offers the **Ultimate Group Fitness Solution** to keep members connected to your club, and to reach new audiences with omni-channel fitness solutions.

Visit [www.lesmills.com.au](http://www.lesmills.com.au) or watch the Les Mills story [here](#).

